Module Title:	Concept Design
Language of Instruction:	English

Credits:	10

NFQ Level:	8

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Lectures, seminars demonstrations and research based discussion groups. Critical analysis of design concepts, product and production.

Module Aim:	Introduce the student to the idea of concept design. Allow the student to understand the role of concept design in the development cycle, its importance. Allow the student to engage with the principles of concept design, and create engaging and effective concept. Equip the student with the necessary knowledge and process to see a concept from idea to completion

Learning Outcomes

On successful completion of this module the learner should be able to:

LO1	Demonstrate an understand the Design / Creative Process. Understand how to engage and use the process to create engaging and effective design
LO2	Understand client / project / design requirements. Gain a skill set that allows the student to understand the needs of the client, the requirements of the project and the imposed limitations of product, design and time.
LO3	Design presentations, proposal, documents. Understand how to create interesting, effective, accurate and engaging design presentations, proposals and documents. Gain a competency in delivering presentation to a high standard within a creative environment
LO4	Rapid prototyping methods. Understand the various methods of prototyping available, Gain experience and expertise in using various methods and understand the importance of using the correct method necessary
LO5	Expression and realisation of ideas. Understand and gain a skill set that allows the student to express conceptual ideas and develop engaging design work. Create a portfolio that demonstrates design understanding, from concept through development to completion

Pre-requisite learning

Module Recommendations
This is prior learning (or a practical skill) that is recommended before enrolment in this module.

No recommendations listed

Incompatible Modules
These are modules which have learning outcomes that are too similar to the learning outcomes of this module.

No incompatible modules listed

Co-requisite Modules

No Co-requisite modules listed

Requirements
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.

No requirements listed

Module Content & Assessment

Indicative Content

Design / Creative Process
Understand what the design and creative process is, the role of the UX / UI designer, how to use the process.

Expression and Realisation of Ideas
How to take a concept from an initial rough thumbnail right through the process to finish product. Demonstrate skills in content writing, asset production and development

Requirements
Develop skills to understand the requirements of the projects. Through various research methods models understand the client, user, and project requirements and plan how to create and develop these.

Propose, document, present
Enhance skills required to present a design concept, develop and pitch a design project and how to document the process effectively.

Rapid prototyping
Investigate various methods of rapid project development. Taking a concept from thumbnail to prototype quickly through a serious of steps. Develop a set of skills need to create a working prototype for client approval, presentation.

Engineering thinking
Understand the idea of engineering thinking and the process of analysis. Develop a set of analytical skills to allow the student to create a number of outcomes and select the best methods due to a number of quantifiable factors, or measures

Assessment Breakdown	%
Continuous Assessment	15.00%
Project	85.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Create and deliver engaging and effective presentation. Presentation will be based on showcasing the current studio based project.	1,3	5.00	Week 6
Presentation	Create and deliver engaging and effective presentation. Presentation will be based on showcasing the current studio based project.	1,3	5.00	Week 13
Presentation	Create and deliver engaging and effective presentation. Presentation will be based on showcasing the current studio based project.	1,3	5.00	Week 22

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,3,4,5	15.00	Week 5
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4	15.00	Week 12
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,3,4	15.00	Week 21
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,3,4,5	40.00	Week 26

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.00
Laboratory	Every Week	3.00
Independent Learning Time	Every Week	2.00
	Total Hours	6.00